

PERFORMANCE INDICATOR REFERENCE SHEET for Combating Wildlife Crime Toolkit (version 1.3)	
Reference Information*	Definition/Guidance
Name of Indicator	1.4 Percent change in sales of target illegal wildlife and wildlife products
Name of Result Measured	This indicator is linked to Key Result 1.4 (<i>Reduced sales of target illegal wildlife products</i>) in the theory of change for Strategic Approach 1 (<i>Reduce Consumer Demand Through Behavior Change Methodologies</i>) in the Combating Wildlife Crime Toolkit .
Is this a USAID PPR Indicator? Y/N	<i>If Yes, note which years the indicator will be reported in the Performance Plan and Report (PPR) and identify to which program element it links in the Foreign Assistance Standardized Program Structure and Definitions (SPSD).</i>
Precise Definition	<p>This indicator measures the percent change in sales of target illegal wildlife and wildlife products within a defined population of consumers.</p> <p>“Target illegal wildlife and wildlife products” are defined as species (and products from those species) whose acquisition, trade, and/or sale are illegal at either national or international levels and have been identified as the focus of conservation efforts of the activity.</p> <p>“Sales” can be defined as the number of items sold (sales volume) or, as a proxy, the number of venues where products are sold (e.g., stores, internet retailers, restaurants, markets, etc.). Project implementers should be specific and consistent about how they define sales and sales venues.</p> <p>The indicator is a measure of the change in sales by the general population in the project scope from the baseline level of sales by that general population. Percent change is calculated in the following way: $((\# \text{ of current year sales} - \# \text{ of baseline year sales}) / \# \text{ of baseline year sales}) \times 100$</p> <p>Higher negative percent change = better</p> <p>(A positive number indicates increasing wildlife and wildlife product sales, i.e., # of current year sales exceeds # of baseline year sales.)</p>

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	<p>It is important for project teams to consider that the number of sales reflects availability, which is a function of law enforcement efforts to shut down sales venues (i.e., storefronts, websites, etc.) of illegal wildlife and wildlife products, as well as consumer demand.</p>
Unit of Measure	<p>Percent change in sales by the general population in the project scope</p>
Data Type	<p>Percent change</p>
Disaggregated by	<p>Product; Type of sales venue (e.g., internet sites, storefronts, restaurants, etc.) as appropriate; Other disaggregates as useful (e.g., geographic location)</p>
Rationale for Indicator (optional for USAID)	<p>This indicator measures the percent change in sales of target illegal wildlife and wildlife products within a defined population of consumers. The theory of change for Strategic Approach 1 assumed that Key Result 1.4 (1) will be achieved once targeted communications lead to the targeted audience demonstrating desired behaviors related to consumption of illegal wildlife and wildlife products, and as well a change in social norms such that fewer individuals in the general population beyond the targeted audience are consuming illegal wildlife and wildlife products; and (2), once achieved, will lead to reduced profits for those engaged in wildlife crime. This indicator may also be relevant when the associated result appears in a customized chain.</p>
Data Source	<p>Data sources may include implementing partner surveys and/or data available from government agencies or NGOs. For more information, see “Method of Data Collection and Construction.”</p>
Method of Data Collection and Construction	<p>The means of data collection will be dependent on how “sales” are defined for a particular situation. For example, measuring the number of items sold on the internet is significantly different in practice than measuring the number of live animals sold in an open-air market. Project teams should determine the most appropriate methodology and provide clear descriptions. For measuring sales volume, surveys of vendors should be used, while a combination of direct observation and surveys</p>

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	<p>can be used for measuring the number of venues selling targeted products.</p> <p>The design of data collection instruments and protocols for data collection and analysis should be informed by robust statistical methodologies and best practices in the field. Available guidance and models should be consulted when available.</p> <p>For all USAID-funded projects: All data collected should be archived and made available through the Development Data Library (DDL) per ADS Chapter 579, USAID Development Data. Note that this includes “datasets from which indicator values are derived” (ADS Chapter 579) and survey data. Implementers should respect data ownership rights as well as data sensitivity issues.</p>
Reporting Frequency	Data should be collected on an annual basis. Implementers may want to consider collecting data on a biannual, or more frequent, basis due to temporal differences in product availability (seasonal or even time of day).
Individual(s) Responsible at USAID	<i>Identify staff member(s) directly responsible for the data, preferably the specific position title or role rather than the employee’s name.</i>
Baseline Timeframe	A baseline number of sales must be established.
Rationale for Targets (optional for USAID)	<i>Explain the general basis on which targets are set for the indicator.</i>
Dates of Data Quality Assessments (DQA) and name of reviewer	<i>Dates of each DQA must be indicated as well as the name of the corresponding USAID staff member responsible for the review.</i>

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Date of Future DQAs (optional for USAID)	<i>Date of future planned DQAs should be indicated.</i>
Known Data Limitations	<p>Known Data Limitations (as defined by USAID DQA Guidance):</p> <p>Validity: The collection of data needed for this indicator is particularly difficult; it can be challenging to collect data in a consistent way. In surveying traders and sellers of illegal products, it can be difficult to gain needed information on sales as they are unlikely to openly discuss the market for illegal products, or their involvement in it. There is also difficulty in surveying situations where legal and illegal products are entwined, and where legal markets can serve as cover for illegal ones.</p> <p>Reliability: It may not be possible to directly attribute marketplace behavior to project interventions.</p> <p>Timeliness: No known issues</p> <p>Precision: Visible trade is likely to be only a fraction of the total trade in illegal products. For this reason, survey results may need to be extrapolated to a larger market for particular species and products.</p> <p>Integrity: No known issues</p>
References	<p>1. USAID. 2017. <i>Measuring Efforts to Combat Wildlife Crime: A Toolkit for Improving Action and Accountability. Version 1.3.</i> USAID Forestry and Biodiversity Office. Available at:</p> <p>https://rmportal.net/biodiversityconservation-gateway/legality-sustainability/wildlife-crime/measuring-efforts-to-combat-wildlife-crime</p>

* All fields are required if this indicator is reported in USAID Performance Plan and Report (PPR), unless the field is marked “optional for USAID.” Non-USAID users should select only PIRS elements that are appropriate to their needs.